

Message Text

LIMITED OFFICIAL USE

PAGE 01 PEKING 01695 040615Z

21

ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 PA-01 SIL-01 USIA-06 PRS-01 /037 W

----- 087908

R 040405Z SEP 75

FM USLO PEKING

TO SECSTATE WASHDC 4364

INFO AMCONSUL HONG KONG

LIMITED OFFICIAL USE PEKING 1695

E.O. 11652: N/A

TAGS: BEXP US CH

SUBJECT: PRC STRAW, WILLOW, BAMBOO AND RATTAN WOVEN ARTS
AND CRAFTS FAIR

REF: PEKING 1548

SUMMARY: THE CHINESE STRAW, WILLOW, BAMBOO AND RATTAN WOVEN ARTS AND CRAFTS FAIR (STRAW FAIR) WAS HELD IN TIENTSIN FROM AUGUST 20 TO AUGUST 30. ATTENDED BY MORE THAN 200 BUSINESSMEN FROM OVER 30 COUNTRIES, INCLUDING REPRESENTATIVES FROM ABOUT 10 AMERICAN FIRMS, THE FAIR DISPLAYED A WIDE VARIETY OF HANDICRAFT PRODUCTS. BOTH THE PRC ORGANIZERS AND FOREIGN BUSINESSMEN SEEMED SATISFIED WITH THE MINI-FAIR FORMAT, WHICH MAY BECOME AN ANNUAL EVENT, AND THIS YEAR'S CARPET FAIR WILL BE REPEATED IN TIENTSIN IN FEBRUARY OF 1976. BUSINESSMEN REPORT INCREASING COOPERATION ON THE PART OF THE PRC TRADE REPRESENTATIVES. END SUMMARY.

1. USLO COMMERCIAL/ECONOMIC OFFICER ATTENDED THE FINAL TWO DAYS OF THE CHINESE STRAW, WILLOW, BAMBOO AND RATTAN WOVEN ARTS AND CRAFTS FAIR (STRAW FAIR) HELD IN TIENTSIN FROM AUGUST 20 THROUGH AUGUST 30 BY THE CHINA LIGHT INDUSTRIAL IMPORT AND EXPORT CORPORATION (LIGHT INDUSTRY). MOST FOREIGN BUSINESSMEN HAD COMPLETED THEIR BUSINESS IN THE

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 PEKING 01695 040615Z

FIRST WEEK OF THE FAIR, BUT TRADE FAIR SECRETARY CHU CHIH-CH'IN

AND LIGHT INDUSTRY REPRESENTATIVE SAID THAT MORE THAN 200 FOREIGN BUSINESSMEN FROM OVER 30 FOREIGN COUNTRIES ATTENDED THE FAIR.

2. ABOUT 10 U.S. FIRMS WERE REPORTED TO HAVE BEEN PRESENT.

PARTICIPANTS INCLUDED TED VAN DOORN OF VANDOR IMPORTS OF SAN FRANCISCO WHO TOLD USLO THAT HE EXPECTED TO DO ABOUT \$50,000 IN PURCHASES AT THE FAIR AND REYNOLD TOM OF L'ART DE CHINE, OAKLAND, CA, WHO TOLD USLO THAT HE HAD BOUGHT \$100,000 WORTH OF STRAW BASKETS AND TOTE BAGS. OTHER U.S. FIRMS HAD ALREADY LEFT THE FAIR BY THE TIME USLO OFFICER RECEIVED PERMISSION TO ATTEND.

3. THE FAIR WAS HELD IN THE TIENSIN MUNICIPAL INDUSTRIAL EXHIBIT HALL, WHERE MORE THAN A THOUSAND PRODUCTS WERE ON DISPLAY. ARTICLES RANGED FROM SIMPLE STRAW HATS TO LIVING ROOM SETS OF BAMBOO, WILLOW AND RATTAN PRICED AT OVER \$250. ELABORATE WOVEN STRAW TAPESTRIES WERE DISPLAYED PROMINENTLY AS A NEW PRODUCT, BUT CHU SAID THE GREATEST VOLUME OF SALES WAS IN RELATIVELY SIMPLE STRAW BASKETS, TOTE BAGS, AND CARPETS. TRADE FAIR OFFICIALS AS USUAL DECLINED TO GIVE A FIGURE FOR TOTAL SALES AT THE FAIR, BUT INDICATED THEY WERE GOOD.

4. BOTH FAIR ORGANIZERS AND FOREIGN BUSINESSMEN SEEMED SATISFIED WITH THE MINI-FAIR FORMAT. THE TIENSIN EXHIBITION HALL OFFERED A BETTER LAYOUT THAN THE CANTON FAIR. THE ATMOSPHERE ALSO SEEMED LESS HECTIC AND LESS CONDUCIVE TO THE MISUNDERSTANDINGS CONCERNING MODELS AND STYLES WHICH SOMETIMES PLAGUE THIS SECTOR OF TRADE WITH THE PRC. CHU SAID A DECISION ON WHETHER TO REPEAT THE HGTRAW FAIR HAD NOT YET BEEN MADE, BUT THAT A CARPET MINI-FAIR WOULD BE HELD IN TIENSIN IN FEBRUARY, 1976.

5. SEVERAL BUSINESSMEN AT THE FAIR TOLD USLO OFFICER THAT LIGHT INDUSTRY REPRESENTATIVES HAD PROVEN DISTINCTLY MORE COOPERATIVE IN TIENSIN THAN THEY HAD AT THE SPRING CANTON TRADE FAIR, PARTICULARLY IN THEIR RECEPTIVITY TO STYLING AND DESIGN SUGGESTIONS AIMED AT INCREASING THE MARKETABILITY OF THE PRC PRODUCTS IN THE U.S. AND WESTERN LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 PEKING 01695 040615Z

EUROPE. ONE GERMAN BUSINESSMAN, FOR INSTANCE, BROUGHT DESIGNS, PHOTOS, AND MODELS OF FRENCH BASKETWORK WITH HIM TO TIENSIN FOR THE CHINESE TO COPY, AN APPROACH WHICH SEEMED TO GO OVER WELL.

6. COMMENT: THE APPARENT RECEPTIVITY OF LIGHT INDUSTRY REPRESENTATIVES TO DESIGN SUGGESTIONS HAS YET TO BEAR FRUIT IN FINISHED PRODUCTS, BUT THE CONTINUING

INCREASE IN THE PRC HANDICRAFT EXPORT SECTOR'S ATTENTION TO MARKET CONDITIONS ABROAD SHOULD EASE SOME OF THE DIFFICULTIES OF AMERICAN IMPORTERS.

THAYER

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975PEKING01695
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750305-0475
From: PEKING
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750984/aaaacwdj.tel
Line Count: 119
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 PEKING 1548
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUL 2003 by CunninFX>; APPROVED <10 JUL 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PRC STRAW, WILLOW, BAMBOO AND RATTAN WOVEN ARTS AND CRAFTS FAIR
TAGS: BEXP, US, CH
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006